



# BERNALILLO COUNTY'S **Increment**<sup>OF</sup> INITIATIVE

## Small Business Spotlight



### Dawn Sanchez Creations

Please Call Wk. 505-341-4101 Fax 505-342-1027 [www.dawnsanchezcreations.com](http://www.dawnsanchezcreations.com)

“I believe and therefore it is.”

This is the motto that Dawn Sanchez lives by and has built her business, Dawn Sanchez Creations, upon since 2001.

Ask her about growing up in New Mexico, she will simply tell you, “I’m a determined girl from the barrio; as driven as they come.” Dawn paints a vivid picture of growing up in Old Town and then being taken in by a family in the Taos Pueblo, where she lived without electricity or running water.

Taos Pueblo is where Dawn learned the art of Northern New Mexico cooking and how to create the soulful red chile recipe that she uses today. Dawn’s first job, at thirteen years old, was at the Mabel Dodge Lujan House. There she learned she was capable of becoming more than just a good cook. While at the Lujan House, she learned to read and write for the first time and then moved to Albuquerque.

Like any good fairy tale, this one has a romance. Dawn fell in love with and married Chester Sanchez an 18- wheeler driving cowboy. They created two beautiful daughters together, Sadona and Vitalia. Dawn and Chester rode the highways together for six wonderful years. Tragically in 1991, Chester was killed in a trucking accident. Dawn was widowed with no education or means of support and two children under the age of five.

In order to raise her daughters and rebuild her life, Dawn returned to what she knew from her heart. Food. In 1992 she became the exclusive baker for Al Fresco Catering and created specialty desserts for the Petroleum Club. In 1996, Dawn was one of two partners who created the well-remembered catering business, A Moveable Feast. Eventually, Dawn’s eldest daughter, Sadona, joined her mother and found her own special culinary talents and ability to work magic with food.

In 2001, Dawn Sanchez Creations was born and came full circle back to a beautiful kitchen in Old Town, where Dawn’s reputation as a culinary artist grew even further. Dawn and Sadona have worked side by side for the past eight years, building a loyal clientele who have come to savor Dawn Sanchez Creations’ fine art of food.

On July 13, 2009, mother and daughter proudly opened the doors of Dawn Sanchez Creations Café at 500 Marquette, in the Bank of the West building. A new dream has been realized. Serving signature dishes available only at the Café, they are delighting customers Monday through Friday for breakfast beginning at 7AM through lunch, closing at 3PM. Dawn’s remarkable cakes, pastries, chocolates and confections are now available for the enjoyment of all.

Years earlier, while creating desserts for the Petroleum Club, Dawn remembers the first time she saw the location of the café from the ground floor, “I thought to myself, that’s where I could be someday.” And so it is.

Dawn sees this expansion of her business as more than just an opportunity to grow financially. It is her opportunity to create jobs and the kind of hands-on learning environment where a career can be built with hard work and determination.

With the creation of seven new jobs at her Café, Dawn has also realized another dream- more local jobs. It is her goal to achieve the kind of business success, “So I can provide healthcare for all my employees.”

Dawn believes that the culinary experiences and tastes of New Mexico are unlike anywhere else. Her next dream? To take these magical flavors of New Mexico to a wider audience nationally, creating more jobs, loyalty, and growing the health of her beloved home. Watch her go!